



300 W 22ND STREET  
OAK BROOK ILLINOIS 60523-8842 USA  
communications@lionsclubs.org  
lionsclubs.org



## Chick-fil-A Peach Bowl Enhances Commitment with Original Charity Partner

**Lions Clubs International becomes presenting sponsor of game day parade.**

**ATLANTA (Dec. 4, 2015)** – The Peach Bowl was originally founded in 1968 as a fundraiser for the Georgia Lions Lighthouse Foundation. Today, 47 years later, the Chick-fil-A Peach Bowl has come full circle and is returning to its roots by announcing a recommitment to its relationship with Lions Clubs International (LCI) and the Georgia Lions.

The enhanced relationship with Lions Clubs International and the Georgia Lions is a result of the Bowl's commitment to its local community and an extension of its *Peach Bowl Cares* initiative.

“Our philanthropic relationship with the Lions is the longest and most meaningful such relationship in our history,” said Gary Stokan, Peach Bowl, Inc. president and CEO. “The Peach Bowl was created as a charitable initiative and we have continued that legacy as college football's most charitable bowl game. We owe it to the Lions to have a deep and meaningful relationship that pays tribute to that great history.”

“The Peach Bowl's recommitment to Lions builds on our storied history together and enhances the service provided by Georgia Lions,” said Jim Ervin, Past International President of Lions Clubs International. “Lions Clubs International is proud to be working with the Peach Bowl to support and celebrate the work of Lions, who have been making a difference in their communities and around the world for nearly 100 years.”

As a staple of this relationship, LCI will take over presenting sponsorship of the Bowl's game day parade. The ***Chick-fil-A Peach Bowl Parade presented by Lions Clubs International*** will march through downtown Atlanta the morning of Dec. 31 – entertaining tens of thousands as it makes its way through Centennial Olympic Park on its way to the Georgia Dome. Lions Clubs members will be prominently featured throughout the parade's elements including the Grand Marshall, LCI's First Vice President, Chancellor Bob Corlew of Milton, Tenn.

“I am pleased and honored to be the Grand Marshall of this year's Chick-fil-A Peach Bowl Parade presented by Lions Clubs International,” Corlew said. “Lions have a tradition with the Peach Bowl going back to its origins in 1968 and we are proud to continue that tradition.”



300 W 22ND STREET  
OAK BROOK ILLINOIS 60523-8842 USA  
communications@lionsclubs.org  
lionsclubs.org

Peach Bowl, Inc. has committed to continue in perpetuity a \$50,000 donation to the Georgia Lions Lighthouse Foundation. This donation will go to help the Lighthouse provide vision and hearing screenings to Georgians in need. To date, *Peach Bowl Cares* has provided the Georgia Lions with more than \$500,000 in support for Lighthouse programs.

In addition to the donation, the Bowl will provide the Georgia Lions Lighthouse with opportunities to conduct vision screenings for fans at the FanFest event on game day and to students in Atlanta public elementary and middle schools over the next several months.

“Our long-standing relationship with the Peach Bowl has really been a blessing to the Lighthouse and has helped us provide so many necessary services for underserved Georgians,” said Roberta Green, Executive Director of the Georgia Lions Lighthouse Foundation. “Our legacy with the Peach Bowl has allowed thousands of adults to live independent lives and children to thrive and learn in schools. We are proud of our legacy together and look forward to our opportunities for service in the years to come.”

As part of its mission as a service organization, the Georgia Lions has committed to help support the Chick-fil-A Peach Bowl by activating its member network to sell Bowl tickets throughout Georgia.

###

***About Lions Clubs International:***

Lions Clubs International is the largest service club organization in the world. Our 1.4 million members in more than 46,000 clubs are serving communities in more than 200 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened local communities through hands-on service and humanitarian projects. For more information about Lions Clubs International, visit [lionsclubs.org](http://lionsclubs.org).

***About the Chick-fil-A Peach Bowl:***

The Chick-fil-A Peach Bowl is the ninth-oldest bowl game in the country and is one of New Year’s Six Bowls selected to host the College Football Playoff. In 2015, the Chick-fil-A Peach Bowl will host top nationally ranked teams as assigned by the College Football Playoff Selection Committee. In 2016, the Bowl will host its first College Football Playoff Semifinal (#1 vs. #4 or #2 vs. #3). The Bowl has sold out 18 of the last 20 years and has earned a reputation as one of the most competitive bowls in the country, with 55% of its games being decided by a touchdown or less. The Chick-fil-A Peach Bowl has disbursed more than \$137 million in team payouts over its 47-year history and has increased team payout every year since 1996. The Bowl also leads all other bowl games in charitable and scholarship contributions, giving more than \$17.9 million to organizations in need since 2002. More information about the Chick-fil-A Peach Bowl and its events is available at [Chick-fil-APeachBowl.com](http://Chick-fil-APeachBowl.com). For news, updates and insider information, follow us on Twitter at [@CFAPeachBowl](https://twitter.com/CFAPeachBowl) or find us on Facebook at [Facebook.com/ChickfilAPeachBowl](https://Facebook.com/ChickfilAPeachBowl).

**LCI Media Contact:**

Dane LaJoye  
Public Affairs Manager  
Lions Clubs International  
630-468-6764  
[Dane.LaJoye@lionsclubs.org](mailto:Dane.LaJoye@lionsclubs.org)